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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
10/723,106	11/26/2003	Ronald S. Cok	86915RRS	1349

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EXAMINER
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WU, XIAO MIN

ART UNIT	PAPER NUMBER
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2629

DATE MAILED: 08/21/2006

Please find below and/or attached an Office communication concerning this application or proceeding.

**Office Action Summary**

Application No.

10/723,106

Applicant(s)

COK ET AL.

Examiner

XIAO M. WU

Art Unit

2629

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

**Period for Reply**

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

**Status**

- 1) ☒ Responsive to communication(s) filed on 19 July 2006.
- 2a) ☐ This action is **FINAL**. 2b) ☒ This action is non-final.
- 3) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

**Disposition of Claims**

- 4) ☒ Claim(s) 1-43 is/are pending in the application.
- 4a) Of the above claim(s) 37-43 is/are withdrawn from consideration.
- 5) ☐ Claim(s) \_\_\_\_\_ is/are allowed.
- 6) ☒ Claim(s) 1-36 is/are rejected.
- 7) ☐ Claim(s) \_\_\_\_\_ is/are objected to.
- 8) ☐ Claim(s) \_\_\_\_\_ are subject to restriction and/or election requirement.

**Application Papers**

- 9) ☐ The specification is objected to by the Examiner.
- 10) ☒ The drawing(s) filed on 26 November 2003 is/are: a) ☒ accepted or b) ☐ objected to by the Examiner.
- Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).
- Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
- 11) ☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

**Priority under 35 U.S.C. § 119**

- 12) ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
- a) ☐ All b) ☐ Some \* c) ☐ None of:
1. ☐ Certified copies of the priority documents have been received.
  2. ☐ Certified copies of the priority documents have been received in Application No. \_\_\_\_\_.
  3. ☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

\* See the attached detailed Office action for a list of the certified copies not received.

**Attachment(s)**

- |   |   |
|---|---|
| 1) <input checked="" type="checkbox"/> Notice of References Cited (PTO-892)             | 4) <input type="checkbox"/> Interview Summary (PTO-413)                     |
| 2) <input type="checkbox"/> Notice of Draftsperson's Patent Drawing Review (PTO-948)    | Paper No(s)/Mail Date. _____  |
| 3) <input type="checkbox"/> Information Disclosure Statement(s) (PTO-1449 or PTO/SB/08) | 5) <input type="checkbox"/> Notice of Informal Patent Application (PTO-152) |
| Paper No(s)/Mail Date _____   | 6) <input type="checkbox"/> Other: _____                                    |

## **DETAILED ACTION**

### ***Election/Restrictions***

1. Applicant's election without traverse of Group I (claims 1-36) in the reply filed on 7/19/2006 is acknowledged.

### ***Claim Rejections - 35 USC § 103***

2. The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

3. This application currently names joint inventors. In considering patentability of the claims under 35 U.S.C. 103(a), the examiner presumes that the subject matter of the various claims was commonly owned at the time any inventions covered therein were made absent any evidence to the contrary. Applicant is advised of the obligation under 37 CFR 1.56 to point out the inventor and invention dates of each claim that was not commonly owned at the time a later invention was made in order for the examiner to consider the applicability of 35 U.S.C. 103(c) and potential 35 U.S.C. 102(e), (f) or (g) prior art under 35 U.S.C. 103(a).
4. Claims 1-36 are rejected under 35 U.S.C. 103(a) as being unpatentable over Pinkerman et al. (US 2004/0248073) in view of Burger et al. (US 2005/0116026).

As to claims 1, 30-31, Pinkerman discloses a display system comprising: a display (102, Fig. 3); a memory (241) with image content stored in the memory; and a display controller (240)

adapted to read the memory and to cause the display to present the image content. It is noted that Pinker man does not specifically disclose that the memory is a write-once memory. However, using a write-once memory in a display system is well known in the art such as taught by Burger (see element 212 in Fig. 2). It would have been obvious to one of ordinary skill in the art to have modified Pinkerman with the features of the write-once memory as taught by Burger because the write-once memory has advantage of allowing the user to store the information and preventing the viewer to the modify the viewing information from the write-once memory.

As to claim 2, Pinkerman discloses the display is a flexible display (see [0011] at page 2).

As to claims 3, 7, Pinkerman discloses that the display is a flat panel display (e.g. OLED).

As to claim 4, Pinkerman discloses an interface (e.g. the touch input area 221 in Fig. 3) to the write-once solid-state memory for writing the image content to the memory.

As to claim 5, Pinkerman as modified discloses that any of the write-once memory, and the display controller are mounted on the back of the display (se Fig. 1).

As to claim 6, it would have been obvious to including a timer causing the display controller to display the image content at a predetermined time so as to saving power.

As to claim 8, Pinkerman discloses the image content is at least one of a motion image sequence, a still image, a group of still images and a stream of image information. (see [0008] at page 1).

As to claim 9, Pinkerman discloses an audio system (242, Fig. 3) to generate audio signals based upon audio content stored in the write-once memory and display controller.

As to claims 10, 32, Pinkerman discloses the image content is customized (e.g. greeting message).

As to claims 11-13, Pinkerman discloses thin film display OLED or the like can be used as the display.

As to claim 14, it is well known in the art the OLED is a color display. .

As to claim 15-16, it would have been obvious to use a non-programmable state machine for the purpose of the simple operation such as performing READ only operation..

As to claim 17, Pinker man discloses the display controller (240, Fig. 3) comprises only a memory interface (230) and display driver (240).

As to claim 18, Pinker man discloses an external interface (243) adapted to receive at least one of image content and audio content and to store the received content in the write-once solid-state memory.

As to claim 19, Pinkerman discloses a display system comprising: a display (102); a memory (240) with image content stored in the memory; and a display controller a(240) adapted to read the write-once solid-state memory and to cause the display to present the image content, and a folded surface on which any of the display, the memory, and display controller are mounted. (see Fig. 1). It would have been obvious to one of ordinary skill in the art to have modified Pinker man with the features of the write-once memory as taught by Burger because the write-once memory has advantage of allowing the user to store the information and preventing the viewer to the modify the viewing information from the write-once memory.

As to claim 20. Pinkerman discloses a switch (e.g. the touch input area 221 as shown in Fig. 3) for activating the display controller (see [0012] at page 2).

As to claim 21, Pinkerman discloses the operation of unfolding the surface actuates the switch (see Fig. 3).

As to claim 22, Pinker man discloses an audio circuit (242) to generate audio signals based upon audio content stored in the write-once memory and display controller.

As to claims 23-26, Pinkerman discloses a display system comprising: a display (102); a memory interface (240) adapted to receive more than one type of memory (e.g. internal or external) with each type of memory having a different capacity for receiving image content; and a display controller (240) adapted to read image content stored a memory received by the memory interface and to cause the display to present the image content. It is noted that Pinker man does not specifically disclose that the memory is a write-once memory. However, using a write-once memory in a display system is well known in the art such as taught by Burger (see element 212 in Fig. 2). It would have been obvious to one of ordinary skill in the art to have modified Pinkerman with the features of the write-once memory as taught by Burger because the write-once memory has advantage of allowing the user to store the information and preventing the viewer to the modify the viewing information from the write-once memory, and using more than one of the write-once memory can provide more information to the viewer.

As to claim 27, Pinkerman discloses the display system takes the form of a tradable card (e.g. video paper card (see [0008] at page 1).

As to claim 28, Pinkerman discloses the display system takes a form consistent with a sports card (e.g. emulating a medium) and wherein the image content in the memory has sports-related image content stored therein.

As to claim 29, Pinkerman discloses a surface on which at least one of the display, the

memory and the display controller are mounted (se Fig. 3)

As to claims 33-36, Pinkerman discloses that the image content is obtained in a first form, and further comprising the steps of converting the image content into a second form, and writing the converted image content into the write-once solid-state memory (e.g. converting the external information into the internal information).

### ***Conclusion***

5. The prior art made of record and not relied upon is considered pertinent to applicant's disclosure. The US 5,513,117, 2003/0144962 and 2004/0055188 are cited to teach a greeting card device.

Any inquiry concerning this communication or earlier communications from the examiner should be directed to XIAO M. WU whose telephone number is 571-272-7761. The examiner can normally be reached on 6:30 am to 4:00 pm.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, RICHARD HJERPE, can be reached on 571-272-7691. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR

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system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free).

x.w.

August 16, 2006

A handwritten signature in black ink, appearing to read 'Xiao M. Wu', with a stylized flourish at the end.

**XIAO M. WU**  
**Primary Examiner**  
**Art Unit 2629**